

CHEF
SELWYN
The Art of Cooking





SELWYN RICHARDS

Award winning executive chef and food stylist, Selwyn Richards has been creating, presenting, preparing and cooking delicious food with artistic flare since 1985.

“It’s all about good food” for Chef Selwyn, whose career spans more than 30 years in the hospitality and food services industry. An alumni of George Brown College Toronto Culinary Management, chef’s journey began as a kitchen manager with Culture’s Food Service. His reputation includes working at a variety of prestigious restaurants in and around Toronto, including the Skyline Hotel, The Island Yacht Club, the CN Tower (as a sous chef), and The Earl Of Whitechurch-Stouffville. He also played a crucial role in the opening of the SkyDome (Rogers Centre), where he managed his own department as head chef.

Recognizing a niche market for stellar catering and food services in Toronto, he turned his attention to creating The Art of Catering in 2000. Today he oversees the company as CEO and Executive Chef, with brothers Lennox and Travis as his partners. Chef Richards has successfully

catered numerous events. Chef’s impeccable experience is reflected not just in the food but also in the hospitality provided by his staff.

His new book The Art of Cooking – Soul of the Caribbean which launched in March 2014 chronicles Chef Richards’ culinary career and features food from the Caribbean and the world.

An avid community builder, Chef Selwyn Richards sets aside time to participate in numerous non-profits events, school functions, and public speaking engagements.

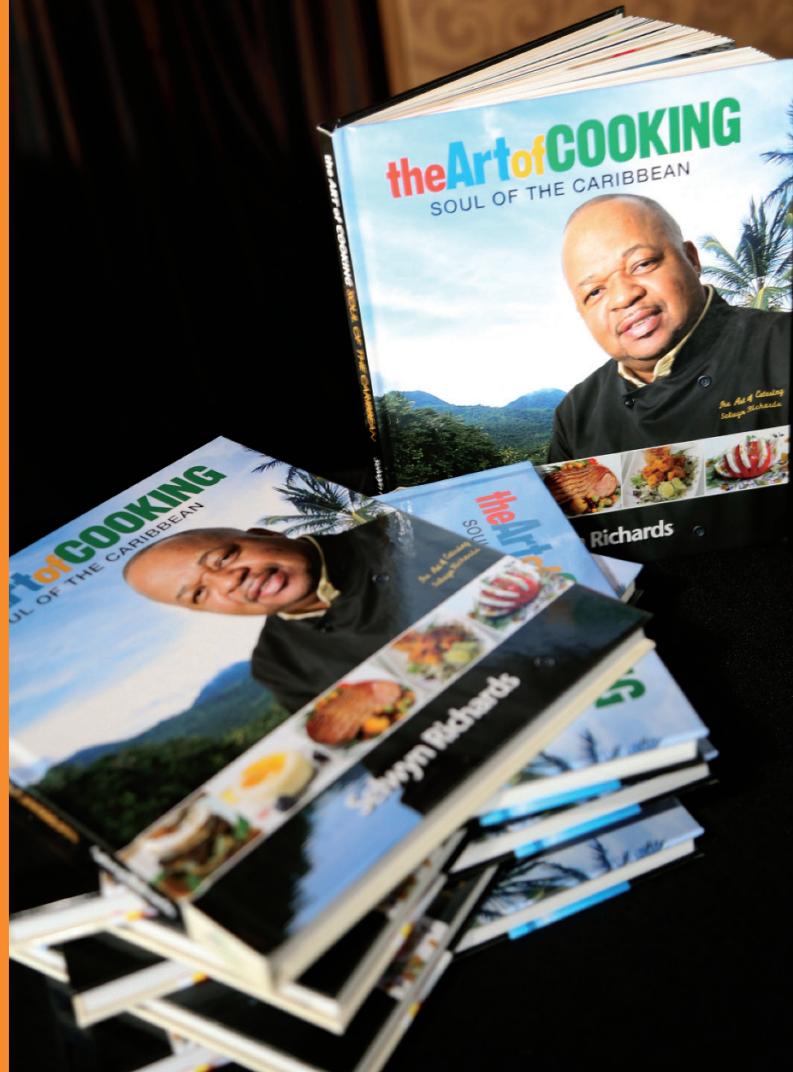
Chef Selwyn’s “Celebrity Chef” status, has been the culmination of his life’s work in the food industry. The launch of his new book, his many contributions to the film industry as a food stylist & appearances are inspiring and engaging Canadians to enjoy better food and related experiences.

THE ART OF COOKING SOUL OF THE CARIBBEAN

“I will take you on a tour of the Caribbean - from spicy jerk chicken, to pepperpot soup - and reveal some of the secrets I have garnered over my twenty-five years of creating delicious food.”

Chef Richards presents a plethora of Caribbean recipes that are sure to awaken the senses and palate of the reader. In *The Art of Cooking*, he takes the reader on a Caribbean taste melee, which evokes umami-memories, nostalgia, and good times. His encyclopedic knowledge of spices and his attention to detail in food preparation is seen throughout the book, as he carefully explains how to blend ingredients with step-by-step methods.

The book, which is Selwyn's first, tastefully draws upon the aromas, flavors and textures of the Caribbean, providing both novice and experienced cooks with readily available ingredients they need to bring a little bit of the Caribbean to their table.



IN THE NEWS



Travelling all over the Caribbean, North America and Europe, Chef Selwyn has received a number of write-ups from local and international newspapers, magazines and television. Recognised as an expert in his field, Selwyn and his company are renowned for their TV appearances, shows and interviews, live radio broadcasts. From movie location catering & food styling to television appearances, Chef Selwyn and The Art of Catering have enhanced many events.

NEWSPAPERS MAGAZINES

JamaicanEats
The Toronto Star
Latinos Multicultural
Planet Africa Magazine
Share Newspaper
Wisdom
Pride News Magazine
Quench
Extra





**BREAKFAST
TELEVISION**

Rich Bride, Poor Bride
(2006 TV Series)

American Pie Presents:
The Naked Mile (2006 Movie)

Beautiful People (2006 TV Series)

Breakfast TV (2006)

Dresden Files (2005 TV)

Just Visiting (2005 TV)

Cheaper By The Dozen 2
(2005 Movie)

Fever Pitch (2005 Movie)

I Do, Let's Eat (2005 TV Series)

Anonymous Rex (2004 TV)

Suburban Madness (2004 TV)

Comfort & Joy (2003 TV)

Blizzard (2002 Movie)

Soul Food (2000-2003 TV
Series)

Infinite (1998 Music Video)

Breakfast TV (1997)

Alphas

Anonymous Rex

Beautiful People

Bomb Girls

Breakout Kings

Carrie

Copper

Covert Affairs

Defiance

Dresden Files

Suburban Madness

Home Again

Horizon

Nikita

Unnatural History

Take This Waltz

The Bridge

The Strain

Poe

Suits

TV
FILMS

CORPORATE

Centennial College
 Bahamas Tourist Board
 Eva's Initiatives - Taste Matters
 Consulate General of Grenada
 Consulate General of Saint Lucia
 Victoria Mutual Building Society
 Consulate General of Antigua and Barbuda
 Consulate of St. Vincent and the Grenadines
 The Consulate General of the Republic of Trinidad & Tobago

Guyana Consulate
 National Women's Show
 Rhema's Ministries
 The Bahamas Consulate



AWARDS

BBPA Harry Jerome Awards 2014



(picture courtesy: PRIDE News Magazine)

Chef Selwyn Richards & Justice McLeod (right) pose with their Harry Jerome Awards.

1 **WORLD CLASS
CARIBBEAN COOKING**
Best recipes from the land.

2 **SEXY COOKING**
Cooking tips & tricks for
single women.

3 **TRAVEL ODYSSEYS**
Food lover's experiences
from all over the world.

4 **FOODPRENEUR**
How to excel the art of
catering business.

5 **HEALTHY LIVING**
Easy healthy recipes for
a fit body.

6 **FOODINARS**
Food + Webinars

7 **FOOD FASHION**
Mouth-watering food
presentation & styling.

8 **ENDORSEMENTS**
Standing by high quality
food products.

9 **CULINARY TALKS**
How to be a Jedi Sous
Master Chef.

10 **FUSION PARTNERSHIPS**
Amalgamating Flavors.
Beyond Caribbean Cooking.

TOP TEN OFFERINGS



WEBSITES

 www.chefselwyn.com

 www.theartofcatering.com

SOCIAL MEDIA

 [@ChefSelwyn](https://twitter.com/ChefSelwyn)

 [/selwyn.richards.9](https://www.facebook.com/selwyn.richards.9)
[/theartofcateringtoronto](https://www.facebook.com/theartofcateringtoronto)

 [/chefselwyn](https://www.instagram.com/chefselwyn)

 [/artofcatering](https://www.pinterest.com/artofcatering)

NEWSLETTER

 [The Catering Bite](#)

Reach

 **5000+**
email newsletter subscribers

 **300+**
monthly unique visitors

Audience Demos



69%
women



31%
men

Regions: Canada, United States, Jamaica, Dominican Republic, United Kingdom, India, Barbados, Spain

Social Media

 **1289 +**
followers

3715 +
tweet impressions/month

51 +
mentions/month

 **2971 +**
fans *combined

806 +
post clicks/month

421 +
visits/month

Media Engagement



85%
website
access from
desktops



65%
website
access from
mobile
devices

SIGNATURE DISHES

CHEF SELWYN'S CLASSIC JERK CHICKEN

ACKEE & SMOKED SALMON VAL-AU-VENT

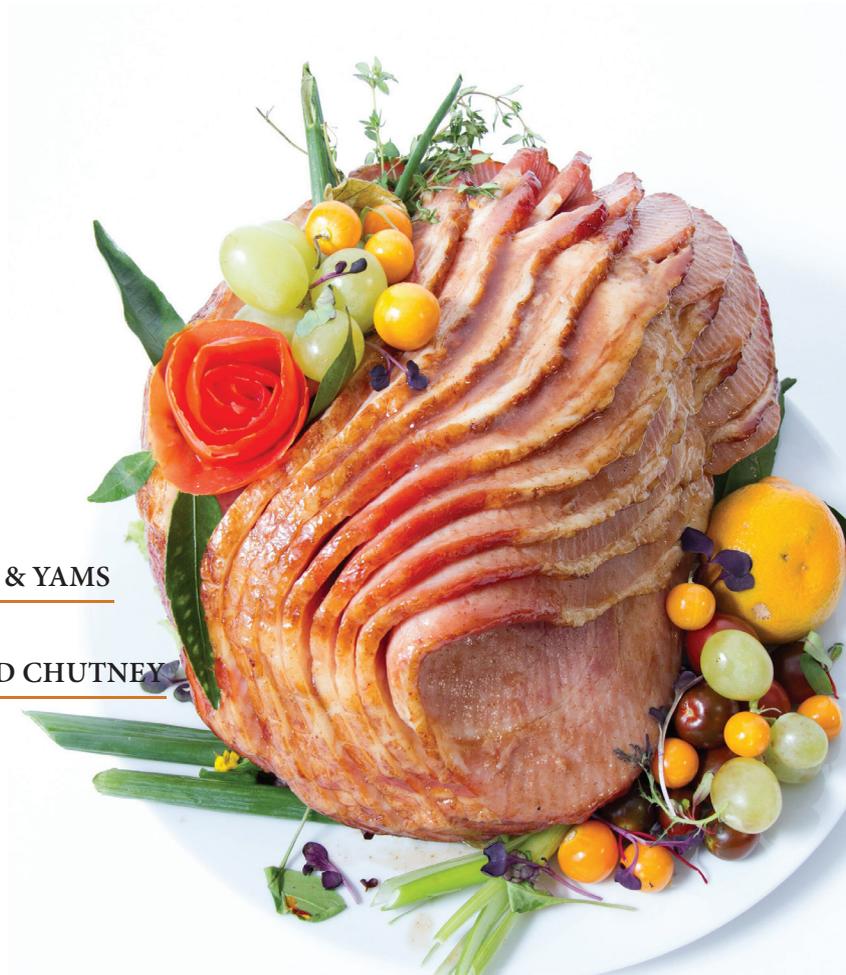
JAMAICAN BLACK BEAN STEW

SLOW COOKED ORANGE JUICE CHICKEN

CURRIED TOFU

STUFFED RED SNAPPER ON SAUTEED SPINACH & YAMS

BBQ PORK WITH JERK MARINADE & TAMARIND CHUTNEY



Chef Selwyn's Signature Dishes



Ackee & Smoked Salmon Vol-au-vent



Tomato with Baccano Cheese



Curry Tofu



Spicy Mango Jerk Chicken



Braised Oxtail with Baby Carrots and Lima Beans



Conch Fritters

TESTIMONIALS



“In my view-with Selwyn’s passion for food-his unique sense of taste, his encyclopedia knowledge of spices and his attention to detail in food preparation, he has perfected the art of cooking. His high standards have been aptly reflected in the book.”

- **The Honourable Justice Michael H. Tulloch,**
Ontario Court of Appeal, Canada

“Mr Richards, I remember first learning about the Art of Catering from when I was watching a TV show on weddings. I thought of you when I use to work at ReelWorld. I have seen such tremendous growth. You have done Jamaicans so proud.”

- **Erica Levene | Actor, Entrepreneur**

“Selwyn cooks haute cuisine of the Caribbean, he takes it up 10 notches.”

- **Nadine Spencer | Publicist**

“Hello Selwyn, I have a copy of your book and I love the recipes. You have shared the entire west indies food culture with the world. Every food and nutrition class, chef class or culinary school should have a copy. I absolutely love this book, I consider it as my bible of the kitchen. Great book”

- **Michelle Boodhan | Happy Client**

“Star Chef Richards is the consummate entrepreneur. His meticulous attention to detail, creativity and leadership are rare qualities to find these days. I’m very happy to have had the opportunity to work with him many years ago and now as a business owner”

- **Cindy Stater Drummon**

“Selwyn, it has been an absolute pleasure working with you. The love, compassion and commitment shown for the service you provide, was extraordinary. You came to us highly recommended and our experience has shown us why. We were elated as we dined on your mouth watering cuisine with our closest friends and family. Thanks once again and we look forward to working again with you.”

- **Lisa & Emeka Okafor | Happy Client**



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